Amendments to the Claims

Please cancel claims 2-7 and 9-16. Please add new claims 19-36. The Claim Listing below will replace all prior versions of the claims in the application:

Claim Listing

Claim 1-18. (Cancelled)

Claim 19 (New). A method for collecting user profiles of user attributes and device attributes to target consumers with promotions comprising:

collecting device attributes describing a network device;

assigning a globally unique identifier (GUID) to the network device in response to the device attributes collected;

customizing a registration query for the network device, the registration query requesting information about a user of the network device to be submitted;

generating a user profile of user attributes and device attributes from the information about the user of the network device submitted;

associating the user profile generated with one or more group profiles whose attributes match the user attributes and the device attributes of the user profile generated; and

targeting a consumer for a promotion using the one or more group profiles.

Claim 20 (New). The method of claim 19 further comprising associating the user profile of user attributes and device attributes with the network device using the GUID assigned;

Claim 21 (New). The method of claim 19 further comprising updating the user profile of user attributes and device attributes with the information about the user of the network device submitted.

Claim 22 (New). The method of claim 19 wherein collecting includes receiving from the network device a registration request message containing a number of device attributes describing the network device.

Claim 23 (New). The method of claim 19 wherein assigning includes retrieving the GUID from a pool of available GUIDs stored in a data store.

Claim 24 (New). The method of claim 19 wherein assigning includes providing to the network device a registration response message containing the GUID assigned to the network device.

Claim 25 (New). The method of claim 19 wherein customizing includes retrieving the device attributes and the user attributes from a data store to generate the registration query, the device attributes and the user attributes retrieved using the GUID assigned to the network device.

Claim 26 (New). The method of claim 19 wherein customizing includes providing a registration page for a user of the network device to submit information about the user.

Claim 27 (New). The method of claim 19 wherein associating includes adding the user profile of the network device to the group profile of other network devices in an event the network device and the other network devices share the same model number attribute.

Claim 28 (New). A system for collecting user profiles of user attributes and device attributes to target consumers with promotions comprising:

a data store adapted to store user profiles of user attributes and device attributes, attributes of group profiles, content, promotions, and a pool of available global unique identifiers;

a system agent of a network device adapted to generate and transmit a registration request message, the registration request containing a number of device attributes describing the network device;

a system manager having an Application Programming Interface (API) configured for inter-process communications, the system manger adapted to:

      i) receive the registration request message from the system agent of the network device;

      ii) assign a globally unique identifier (GUID) to the network device in response to the registration request message received, the GUID assigned from the pool of available GUIDs stored in the data store;

      iii) generate and transmit a registration response message to the system agent of the network device, the registration response message containing the GUID assigned to the network device;

      iv) create the user profile of user attributes and device attributes, the user profile being associated with the network device using the GUID assigned and being created in a data store;

      v) retrieve from the data store the user profile of user attributes and device attributes associated with the GUID assigned to the network device and to update the user profile;

      vi) associate the user profile of user attributes and device attributes with a group profile whose attributes match the user attributes and the device attributes of the user profile;

      vii) target consumers for promotions using the group profile;

a management console adapted to:

      i) generate a registration page in response to an HTTP request for the registration page sent by the network device, the registration page being customized for the network device and being provided to a user of the network device for the user to submit information about the user;

      ii) interpret the information submitted by the user of the network device and make a call to the system manager to create the user profile of user attributes and device attributes with the information submitted, the user profile being associated with a GUID assigned to the network device and being created in a data store; and

iii) make a call to the system manager to retrieve from the data store the user profile of user attributes and device attributes associated with the GUID assigned to the network device and update the user profile with the information submitted.

Claim 29 (New). The system of claim 27 further comprising a web browser adapted to:

i) transmit the HTTP request for the registration page to a Uniform Resource Locator (URL) of the management console, the HTTP request includes the GUID assigned to the network device, thereby identifying the network device;

ii) display the registration page requested to the user for the user of the network device to submit information about the user, the information submitted being used to create and to update the user profile of user attributes and device attributes associated with the network device; and

iii) transmit the information submitted to the management console.

Claim 30 (New). The system of claim 27 wherein the data store provides persistence to data stored such that the user profiles of user attributes and device attributes, the attributes of group profiles, the content and the promotions, and a pool of available global unique identifiers stored are not lost during a power outage.

Claim 31 (New). The system of claim 27 wherein the system agent is a C++ object.

Claim 32 (New). The system of claim 27 wherein the API of the system manager is a Microsoft® COM interface.

Claim 33 (New). The system of claim 27 wherein the data store is a Microsoft® SQL database.

Claim 34 (New). The system of claim 27 wherein the system manager adds the user profile of the network device to the group profile of other network devices in an event the network device and the other network devices share the same model number attribute.

Claim 35 (New). The system of claim 27 wherein the information submitted by the user includes a name of the user, an address of the user, channels frequently watched by the user, one or more requests by the user for installation of optional value-add services and applications, a user's demographic information, and a user's personal information.

Claim 36 (New). An apparatus for collecting user profiles of user attributes and device attributes to target consumers with promotions comprising:

    means for collecting device attributes describing a network device;

    means for assigning a globally unique identifier (GUID) to the network device in response to the device attributes collected;

    means for customizing a registration query for the network device, the registration query requesting information about a user of the network device be submitted;

    means for generating a user profile of user attributes and device attributes from the information about the user of the network device submitted;

    means for associating the user profile generated with one or more group profiles whose attributes match the user attributes and the device attributes of the user profile generated; and

    means for targeting a consumer for promotions using the one or more group profiles.